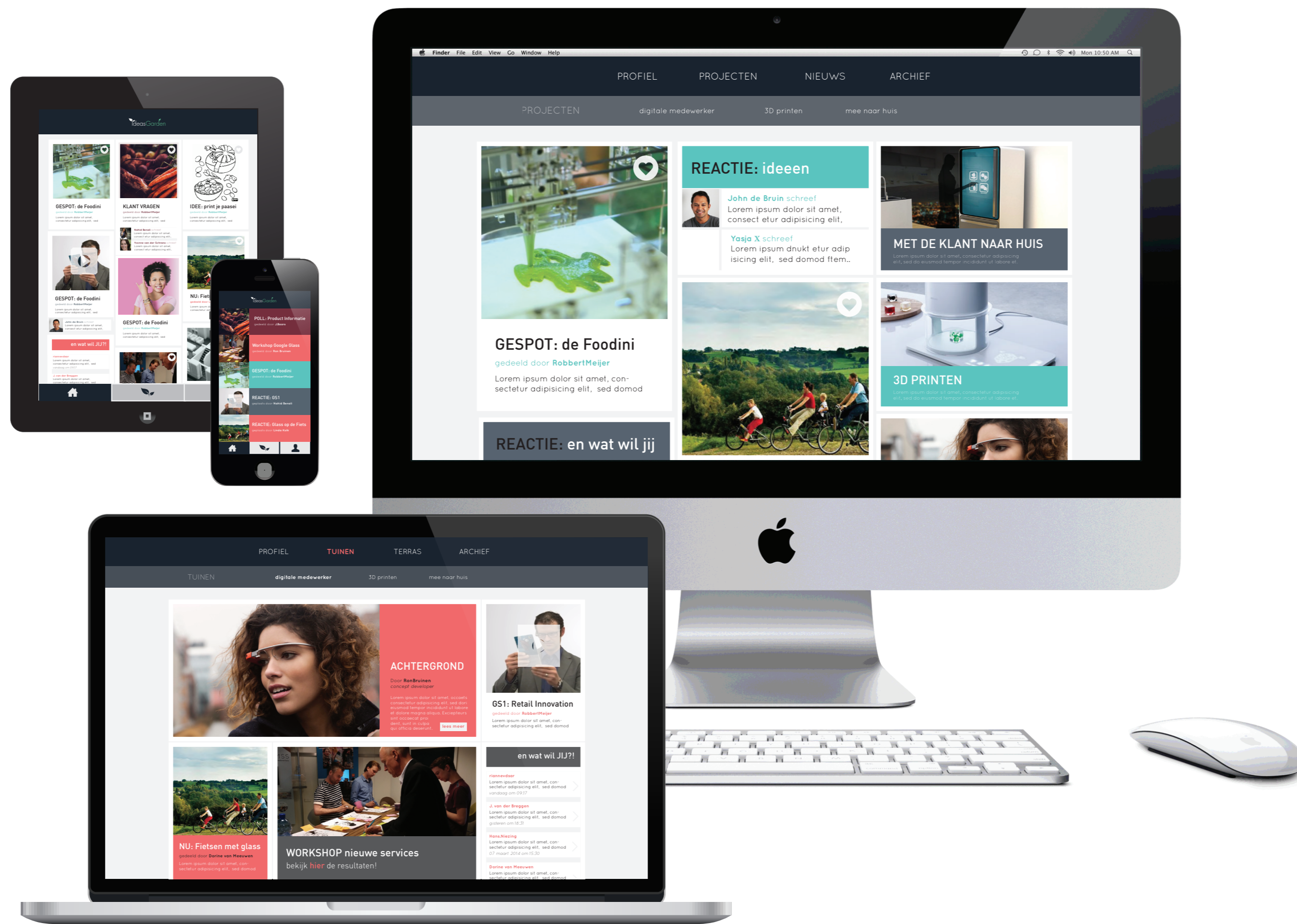


THE POWER OF COLLABORATION

Redesigning the co-creation platform of Ahold



IdeasGarden

Companies are reconsidering their innovation processes, and use the experiences of individuals and communities as the new basis of value creation. Also Ahold is exploring the potential of co-creation. From the belief that every employee has the potential to produce valuable ideas, they set up an online platform to efficiently tap into employees' creativity and bridge the gap between head office and stores. Although they are convinced of the potential value of the platform a revision of the interaction design is needed to enlarge motivation of employees and broaden the scope of generated ideas.

The IdeasGarden is an online platform to collaborate on innovation. The platform connects and empowers people to get involved in the innovation process and to realize surprising ideas for organizational impact. The platform has a diverse set of functions that inspire interaction and support a two-way dialogue. The IdeasGarden has various touch points (both online and offline) which transform online ideation into a more immersing and rich interaction during all stages of the innovation process.

Most important areas of the platform are:

- a personal home page which provides employees with an overview of running projects and an update on relevant activities
- a detailed profile to tailor interaction to the interests of employees
- a varying number of project gardens in which concept developers interact with employees in order to come up with new and improved concepts within the explored domains

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July 11, 2014
MSc Strategic Product Design

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